

**AMENDMENTS TO THE SPECIFICATION**

**In the Specification:**

Replace the first paragraph in the Cross Reference to Related Patent Applications section on page 1 with the following replacement paragraph (with markings). The material being inserted is the material incorporated by reference and the amendment contains no new matter.

**Cross Reference to Related Patent Applications**

This patent application is related to the following patent applications concurrently filed herewith, all assigned to The Go Daddy Group, Inc.:

U.S. Patent Application Serial No. 10/811,677[[\_\_\_\_\_]], “METHOD FOR A FACILITATOR TO ASSIST AN ENTREPRENEUR IN CREATING AN INTERNET BUSINESS”;

U.S. Patent Application Serial No. 10/811,616[[\_\_\_\_\_]], “PROCESS FOR REGISTERING AND TRADEMARKING DOMAIN NAMES”; and

U.S. Patent Application Serial No. 10/811,615[[\_\_\_\_\_]], “METHOD FOR INTEGRATING AN ENTREPRENEUR’S WEB SITE AND A STORE FRONT WEB SITE”.

Replace page 2, 4<sup>th</sup> paragraph with:

The process for starting an Internet business has many important steps and many of these steps require some specific technical knowledge or legal expertise to effectively complete. Small Entrepreneurs, and even many larger Entrepreneurs, typically do not have sufficient resources or expertise in each area to complete all the steps in the most effective manner. A mistake or poor implementation in any one of the steps at the time of creation of an Internet business may ~~severally~~severely limit its later effectiveness.

Replace page 2, last partial paragraph with:

One of the first steps in creating an Internet business is to select an available domain name by which the Entrepreneur's web site may be reached. Each web site has a unique Internet Protocol (IP) address that comprises a 32 bit binary number, typically shown in dotted decimal notation, e.g. 192.145.68.112. However, IP addresses, even in dotted decimal notation, are difficult to remember and use by Customers. Browsers, such as ~~Microsoft's Internet Explorer~~ INTERNET EXPLORER from MICROSOFT, solve this problem by receiving domain names from Customers and then working with the Domain Name System (DNS) (a distributed Internet directory service) to find the IP address for the desired web site.

Replace page 3, first full paragraph with:

An Entrepreneur may obtain a domain name by accessing and registering an available domain name through a Registrar. For example, the Entrepreneur may connect to the web site at www.GoDaddy.Com, owned and operated by ~~The Go Daddy Group, Inc.~~ THE GO DADDY GROUP, INC., and follow their online process for registering a domain name. Once the domain name has been registered, the Entrepreneur may point the domain name to their web site via the DNS, thereby providing Customers with an easy method of locating and accessing the Entrepreneur's web site.

Replace page 3, 4<sup>th</sup> full paragraph with:

The Entrepreneur may receive important legal rights by trademarking the domain name with the United States Patent and Trademark Office (USPTO). For example, a trademarked domain name may receive additional legal protection under the ~~Internet Corporation for Assigned Names and Numbers'~~ INTERNET CORPORATION FOR ASSIGNED NAMES AND NUMBERS' (ICANN) Uniform Domain Name Dispute Resolution Policy, the Lanham Act and the Anti-Cybersquatting Piracy Act. Thus, trademarking the domain name gives the Entrepreneur substantial legal rights to prevent others from using confusingly similar domain names to the Entrepreneur's trademarked domain name.

Replace page 5, last partial paragraph with:

The creation of a web site on the Internet automatically provides some limited legal rights to the owner of the web site in the United States. By inserting a copyright symbol, date and name of the owner of the web site on the web site, additional legal rights may be obtained. But for the Entrepreneur to receive the maximum legal protection for their web site, they need to register, i.e. copyright, their web site with the ~~United States Copyright Office~~ UNITED STATES COPYRIGHT OFFICE (USCO). Despite the legal advantages, only a very small percentage of web sites ever get registered with the USCO.

Replace page 6, last partial paragraph with:

Web sites are predominantly found by Internet Customers through the use of a search engine or directory. Some of the more widely used search engines are, for example, ~~AOL, Google, Yahoo, Excite and Dogpile.~~ AOL, GOOGLE, YAHOO, EXCITE and DOGPIL. Customers are able to enter a search phrase comprised of one or more keywords or a phrase, typically a name of a good or service or a topic of interest, into a search engine. The search engine will display a list of web sites that the search engine has determined are related to the search phrase along with links to the web sites. The search engines invariably display the web sites in a particular order or rank. The web sites that the search engine has determined are of the highest quality or are the web sites with content most closely related to the search phrase of the Customer are displayed near the top, while lower quality web sites or those not as closely related to the search phrase are displayed lower on the list. The sheer number of web sites currently on the Internet can often result in a list having multiple pages of web sites related to many common search phrases.

Replace page 12, 7<sup>th</sup> paragraph with:

Fig. 4 is a flow chart illustrating an embodiment of the invention for designing a web site and copyrighting the web site with the ~~United States Copyright Office~~ UNITED STATES COPYRIGHT OFFICE;

Replace page 14, 3<sup>rd</sup> paragraph with:

The invention may be used by a wide variety of individuals and businesses, thus the term Entrepreneur as used to describe the present invention should be given a very broad meaning. As non-limiting examples, the term Entrepreneur may include an individual, a ~~partnerships~~ partnership, a start-up ~~businesses-business~~ business and/or an existing ~~businesses-business~~ business looking to create an Internet presence.

Replace page 14, 4<sup>th</sup> paragraph with:

The invention is not limited to any particular type of business, other than the business will conduct at least some part of its operation on a global computer network, such as the Internet. In preferred embodiments, the goods and services of the Entrepreneur 101 are described and sold to Customers 100 who access the Entrepreneur's web site 107. However, the Entrepreneur's web site 107 may be more limited and used only for business activities such as public relations, new product announcements, marketing, consumer surveys or public service announcements.

Replace page 14, 5<sup>th</sup> paragraph with:

Domain names have an associated Internet protocol ~~addresses~~address that is managed by the Domain Name System (DNS). The DNS is a distributed database that provides the protocol which allows Customers or other Internet users to locate various web sites on the Internet based on the web site's domain name. Web browsers are able to access the DNS to determine the Internet protocol address for a particular web site, thereby allowing web site browsers to locate the desired web site for the Customer. The DNS allows a web site to change its hosting service provider, and thus its Internet protocol address, but to keep its domain name with a new hosting service provider by simply updating the DNS with the web site's new Internet protocol address assigned to it by its new hosting service provider.

Replace page 16, 1<sup>st</sup> full paragraph with:

Various possible embodiments of the invention are illustrated in the flowcharts of Figs. ~~2, 3a-e, 4 & 5~~ 2, 3, 4, 5a, 5b and 5c and the steps for these embodiments will now be discussed in greater detail. A Facilitator may offer one or more recommended services for Entrepreneurs 101 to start their own Internet businesses 107 on a Facilitator's web site 105. (Step 200) In a preferred embodiment, the Facilitator may be a Registry, Registrar or Reseller of domain names as this will allow the Facilitator to easily check on the availability of various domain names and to register available domain names for Entrepreneurs 101. The Facilitator may advantageously offer its service to Entrepreneurs 101 via its Facilitator's web site 105 on the Internet. Placing the Facilitator's web site 105 on the Internet allows for easy and convenient access by a large number of Entrepreneurs 101 and allows the Facilitator's web site 105 to have easy access to other web sites that are useful in creating the Entrepreneur's Internet business 107.

Replace page 16, 2<sup>nd</sup> full paragraph with:

One of the advantages for the present invention over the prior art is that information regarding the Entrepreneur 101 only has to be collected once by the Facilitator's web site and then it may be stored and used in multiple steps of the invention. Information regarding the Entrepreneur 101 may be requested either directly from the Entrepreneur 101 or from one of the many available on-line databases. The information may include, for example, the Entrepreneur's contact information so that this information does not have to be reentered by the Entrepreneur over and over. The information may be verified by the Entrepreneur 101 and then stored in memory that is ~~assessable~~ accessible by the Facilitator's web site 105. If the Entrepreneur 101 leaves the Facilitator's web site 105, the information regarding the Entrepreneur 101 may be stored in a medium, such as a hard disk drive, useful for long term storage of data. The stored data may then be used when the Entrepreneur 101 accesses the Facilitator's web site 105 at a later date.

Replace page 16, 3<sup>rd</sup> full paragraph with:

Once connected to the Facilitator's web site 105, the Entrepreneur 101 may register an available domain name. The Facilitator's web site 105 may assist in this process by accepting a ~~desire~~ desired domain name from the Entrepreneur 101 (Step 201), informing the Entrepreneur 101 if the domain name is available, suggesting alternative available domain names based on input from the Entrepreneur 101, registering a selected available domain name with the appropriate Registry and registering the domain name with the Internet's Domain Name System (DNS) (Step 202).

Replace page 17, 2<sup>nd</sup> full paragraph with:

The Facilitator's web site 105 may also warn the Entrepreneur 101 if an otherwise available domain name has already been trademarked and inform the Entrepreneur 101 of the types of goods and services covered by the trademark. The Facilitator's web site 105 may have previously obtained sufficient trademark information to do this analysis and is thus searching its own database or the Facilitator's web site 105 may access an external database, possible the USPTO's database, to check for potential trademark issues. Determining if a conflict exists between an otherwise available domain name and a trademark could help prevent the Entrepreneur 101 from later being sued for trademark infringement for the use of their domain name and will increase the ~~Entrepreneur~~ Entrepreneur's 101 chance in obtaining a trademark on the domain name by eliminating possible conflicts. After a domain name has been registered, the Facilitator's web site 105 may suggest to the Entrepreneur 101 that the domain name should be trademarked, preferably via the tools offered by the Facilitator's web site 105.

Replace page 18, 1<sup>st</sup> paragraph with:

Recent improvements to web site development techniques allow web sites to be created very quickly using templates. The flexibility in designing a web site using a selected template is reduced, but the ease and simplicity more than make up for its lack of flexibility in many cases. For Example, ~~The Go Daddy Group, Inc~~ <sup>TM</sup> THE GO DADDY GROUP, INC., at [www.GoDaddy.Com](http://www.GoDaddy.Com), offers web site designing tools, such as ~~Web Site Tonight~~ <sup>TM</sup> and ~~Website Complete~~, <sup>®</sup> WEB SITE TONIGHT and WEBSITE COMPLETE to be used to design web sites using a template system. Web site designing tools may offer a large number of templates that a web site designer may select from to use for a particular web site. Each template may provide a different layout and appearance for a web site to help the web site display its information in a format most advantageous for that particular web site.

Replace page 19, 1<sup>st</sup> full paragraph with:

Entrepreneurs 101 may have Customers 100 send payments through the mail or allow a third party, such as ~~PayPal~~ PAYPAL, to take and process the payments. In a preferred embodiment, the Entrepreneur 101 may purchase access to a store front web site 109 that offers electronic commerce features. These features may include a product catalog, order management system, third party payment integration, shipping integration, customer manager, reporting methods and tax collection methods. If an Entrepreneur 101 wants to accept credit cards on his store front web site 109, the Entrepreneur 101 may purchase a merchant account, and, in order to process non-point-of-sale credit card transactions, interact with a payment gateway, such as ~~Authorize.net~~ AUTHORIZE.NET, and apply for and receive a secure certificate. The Entrepreneur 101 may purchase these features as a bundled product that includes all of the necessary products to easily incorporate credit card and electronic check processing into their web site 107. All of these may be integrated from the Facilitator's web site 105. If the Entrepreneur 101 already has any of these payment components, the Entrepreneur may be able to use them in place of the Facilitator provided components.



Replace page 21, 1<sup>st</sup> paragraph with:

The Facilitator's web site 105 may also be used to assist the Entrepreneur 101 in copyrighting all or some portion of the material comprising the Entrepreneur's web site 107 with the ~~United States Copyright Office~~ USCO 108. (Step 206) Information necessary to complete a copyright application may be requested and received either from the Entrepreneur 101, from available on-line databases or from information previously received from the Entrepreneur 101 and saved. (Step 400) The copyright application information will typically include the title of the work (the domain name may be used as the default title), number of authors, names of authors, i.e. the designers of the Entrepreneur's web site 107, whether the work was made for hire, date of the author(s)' birth, authors' nationality or domicile, creation date, publication date, name and address of a claimant if there is one, nature of transfer if there is a claimant, nature of previous copyright registrations if any, nature of the work, i.e. whether it is a new work, derivation or compilation, name and contact information for a correspondent, certification from the author(s), address for return of the certificate and method of payment for the copyright fee.

Replace page 21, 2<sup>nd</sup> paragraph with:

The Facilitator's web site 105 may also obtain the content of the Entrepreneur's web site 107 so that the material may be submitted to the USCO 108 as part of the copyright process. (Step 401) The Facilitator's web site 105 may obtain the material to be copyrighted using several different methods. For example, the Entrepreneur 101 may directly provide a file to the Facilitator's web site 105. The file may be in the correct format or the Facilitator's web site 105 may have to translate the file into a format acceptable by the USCO. (Step 402) In another embodiment, the Entrepreneur 101 may provide a URL or domain name for the Entrepreneur's web site 107 and the Facilitator's web site 105 may access the ~~Facilitator's web site 105~~ Entrepreneur's web site 107 over the Internet to obtain a copy of the material to be copyrighted.

Replace page 21, 3<sup>rd</sup> paragraph with:

The Facilitator's web site 105 may create a copyright application by combining the Entrepreneur's copyright application information and a copy of Entrepreneur's web site 107 in a format suitable for submission to the USCO. (Step 403) The Entrepreneur 101 may be given an option of allowing the Facilitator's web site 105 to electronically submit the copyright application to the USCO (Step 405) or to receive a copy of the copyright application (either via traditional mail or by electronic mail) (Step 406) and then allowing the Entrepreneur 101 to file the signed copyright application directly with the ~~United States Copyright Office~~ USCO (Step 407).

Replace page 23, 2<sup>nd</sup> paragraph with:

The search engine 104 submission process may be accomplished by the Facilitator's web site 105, for example, using products similar to the product known as ~~Traffic Blazer™~~ available from ~~The Go Daddy Group, Inc.™~~ TRAFFIC BLAZER available from THE GO DADDY GROUP, INC. at the web site of [www.Godaddy.Com](http://www.Godaddy.Com). (Step 208) Further details regarding the submission of web sites to search engines 104 may be found in Patent Application No. 10/662,998 titled METHOD FOR IMPROVING A WEB SITE'S RANKING WITH SEARCH ENGINES, which is hereby incorporated by reference.

Replace page 24, 1<sup>st</sup> full paragraph with:

Performing various subcombinations of the above described steps on a Facilitator's web site offer many advantages to Entrepreneurs 101. Such advantages include enabling Entrepreneurs 101 to perform a variety of different and complicated steps all from a single web site to create their Internet business. This greatly simplifies the process and reduces the amount of time necessary to get the Entrepreneurs' Internet business online and running. A single Facilitator's Web site 105 also allows for a greater integration of steps than is possible in prior art methods of spreading the various Internet development tools over a plurality of web sites. A single web site also allows Entrepreneurs to access desired information all from a single web site. In addition, Entrepreneurs only have to ~~be~~ enter information ~~and a~~ single time and then the information may be saved and used for later steps, greatly simplifying the otherwise burdensome task of entering data.

Replace page 29, first paragraph with:

The present invention provides a method for an Entrepreneur to design and copyright an Entrepreneur's web site using tools provided at a Facilitator's web site. The method allows the Entrepreneur to access the Facilitator's web site, design an Entrepreneur's web site using web site designing tools available on the Facilitator's web site and copyright the Entrepreneur's web site. The Facilitator's web site may request and receive copyright information from the Entrepreneur and access and create a copy of the Entrepreneur's web site suitable for submission to the ~~United States Copyright Office~~ UNITED STATES COPYRIGHT OFFICE. Tremendous synergizes, such as the elimination of multiple entries of data, may be achieved and serious pitfalls avoided by receiving overall guidance and assistance from one web site, i.e. a Facilitator's web site, in performing these processes.